

Abstract

This study sought to establish the effects of employer branding on employee attraction and retention among institutions of higher learning; a case study of public universities in South Eastern Kenya. The specific objectives of the study were to determine the effect of talent management and career development on employee attraction and retention among institutions of higher learning. This study was carried out in South Eastern Kenya and Machakos Universities which are located in the South Eastern region of Kenya. The study was guided by the Theory of Psychological Contracts and Equity theory. Empirical literature was also reviewed to show what other authors have done in relation to the subject of study and a conceptual framework engaged to establish the linkage between the independent and dependent variables. The study adopted a descriptive study design and targeted top level management, middle level management and lower level management of the two selected universities. A sample size of 68 respondents was selected through purposive sampling and was representative of the population of interest. The researcher administered 68 questionnaires to the respondents of which 57 questionnaires were returned duly filled, representing a response rate of 83.8%. The study utilized primary data which was collected through questionnaires and later analyzed using (SPSS V.24). Descriptive findings were then presented in form of frequencies, percentages in graphs and tabulation. A regression analysis was done to show the relationship between the dependent and the independent variables. The research found out that talent management and career development affect the attraction and retention of employees. The study recommends that public universities should develop framework that promote their employer brand such as funding talent management initiatives, offering trainings and staff empowerment in order to attract and retain staff as well as reduce employee turnover. The study suggested that further studies should be done on the influence of higher education policies on institutional branding.